

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date
13 January 2005 (13.01.2005)

PCT

(10) International Publication Number
WO 2005/004509 A1

(51) International Patent Classification: H04Q 7/24 (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EB, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(21) International Application Number: PCT/KR2004/001638

(22) International Filing Date: 2 July 2004 (02.07.2004)

(25) Filing Language: Korean

(26) Publication Language: English

(30) Priority Data:
10-2003-0044749 3 July 2003 (03.07.2003) KR
10-2004-0009615 13 February 2004 (13.02.2004) KR

(71) Applicant and
(72) Inventor: SOHN, Sung-Chul [KR/KR]; 1206, E-Dong, Misung-Apartment, Youido-Dong, Youngdeungpo-Ku, Seoul, 150-795 (KR).

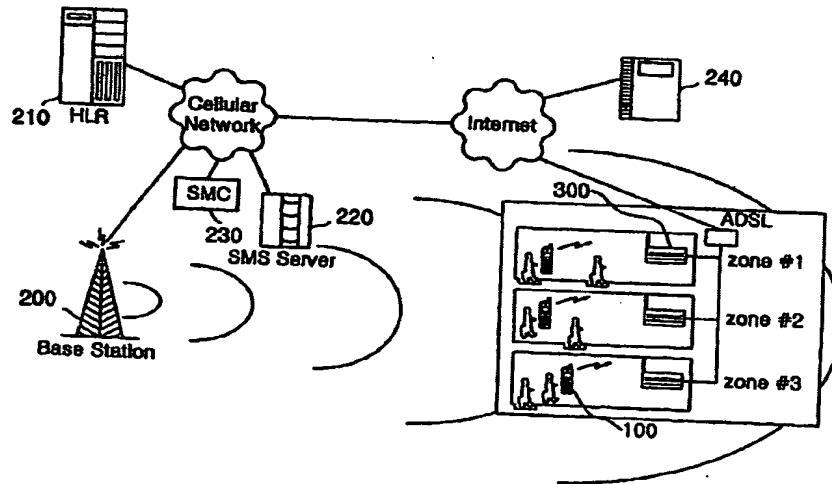
(74) Agent: KIM, Sun-young; Korea Coal Center, 10th Floor, 80-6, Susong-Dong, Chongro-Ku, Seoul, 110-727 (KR).

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EB, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: SYSTEM AND METHOD FOR ZONE-BASED PERSONALIZED INFORMATION PROVIDING



WO 2005/004509 A1

(57) **Abstract:** A system and method for providing zone-based personalized information to a user of mobile communication terminal located in a specific zone are presented. The system comprises a zone management system which acquires MIN information of a mobile communication terminal entering a specific zone, a zone information management server which receives the MIN information and zone identification information, requests location registration of the terminal to HLR and retrieves transmission information to be transferred to the terminal, and a SMS server which receives the transmission information and the MIN information from the zone information management server, gets location information of the terminal corresponding to the MIN information from the HLR, and transfers the transmission information and the MIN information to base station of the cell where the terminal is located. According to the system, distinct information according to the present location of the user can be provided for the user.